Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-12. (Canceled)

13. (Currently Amended) A method of sending packets to a multiplicity of subscribers in a multicast subscription system via a network, the method comprising:

monitoring by an attentiveness monitor in a message sender an activity at a [[NACK]] negative acknowledgement server for recent receipt of [[NACKs]] negative acknowledgements from one or more of said multiplicity of subscribers indicating that one or more packets in a sequence of packets are missing from a transmission via said network; and

responsive to not recently receiving [[NACKs]] any negative acknowledgements at said [[NACK]] negative acknowledgement server from said multiplicity of subscribers, disturbing by said attentiveness monitor in said message sender a flow of data between a packet sender and said multiplicity of subscribers over said network by creating a [[NACK]] negative acknowledgement generation incident that intentionally causes one or more of said multiplicity of subscribers to send a negative acknowledgement to said negative acknowledgement server to indicate that one or more packets in said sequence of packets are missing.

14. (Currently Amended) [[A]] The method according to claim 13, wherein said monitoring includes determining whether or not there are attentive subscribers from said activity at said [[NACK]] negative acknowledgement server.

15. (Canceled)

16. (Currently Amended) [[A]] The method according to claim 13, wherein said [[NACK]] negative acknowledgement generation incident comprises altering sent and pending packet queues by generating an empty packet with only a header and no data payload within said

sequence of packets, placing said sequence of packets that includes said empty packet in said pending packet queue, transmitting said sequence of packets in said pending packet queue to said multiplicity of subscribers except said empty packet, and placing said sequence of packets that includes said empty packet not transmitted in said sent packet queue.

17. (Currently Amended) [[A]] The method according to claim 13, wherein said [[NACK]] negative acknowledgement generation incident comprises intentionally skipping transmission of a packet in said sequence of packets and placing [[a]] said packet that was never transmitted to said multiplicity of subscribers in a sent packet queue.

18. (Currently Amended) [[A]] The method according to claim 13, wherein said [[NACK]] negative acknowledgement generation incident comprises altering a packet sequence number.

19. (Currently Amended) [[A]] The method according to claim 13, wherein said [[NACK]] negative acknowledgement generation incident comprises incrementing a packet sequence number relative to [[a]] said sequence of packets that actually need to be sent.

20-40. (Canceled)

41. (New) An apparatus for sending packets to a multiplicity of subscribers in a multicast subscription system via a network, comprising:

a machine, wherein the machine includes a storage device that tangibly embodies a program of instructions that when executed by the machine cause the machine to monitor an activity at a negative acknowledgement server for recent receipt of negative acknowledgements from one or more of said multiplicity of subscribers indicating that one or more packets in a sequence of packets are missing from a transmission via said network; and disturb a flow of data between a packet sender and said multiplicity of subscribers over said network by creating a negative acknowledgement generation incident that intentionally causes one or more of said multiplicity of subscribers to send a negative acknowledgement to said negative acknowledgement server to indicate that one or more packets in said sequence of packets are

missing in response to not recently receiving any negative acknowledgements at said negative acknowledgement server from said multiplicity of subscribers.

42. (New) The apparatus according to claim 41, wherein said monitoring includes determining whether or not there are attentive subscribers from said activity at said negative acknowledgement server.

43. (New) The apparatus according to claim 41, wherein said negative acknowledgement generation incident comprises altering sent and pending packet queues by generating an empty packet with only a header and no data payload within said sequence of packets, placing said sequence of packets that includes said empty packet in said pending packet queue, transmitting said sequence of packets in said pending packet queue to said multiplicity of subscribers except said empty packet, and placing said sequence of packets that includes said empty packet not transmitted in said sent packet queue.

44. (New) The apparatus according to claim 41, wherein said negative acknowledgement generation incident comprises intentionally skipping transmission of a packet in said sequence of packets and placing said packet that was never transmitted to said multiplicity of subscribers in a sent packet queue.

45. (New) The apparatus according to claim 41, wherein said negative acknowledgement generation incident comprises altering a packet sequence number.

46. (New) The apparatus according to claim 41, wherein said negative acknowledgement generation incident comprises incrementing a packet sequence number relative to said sequence of packets that actually need to be sent.

47. (New) A computer product readable by a machine that tangibly embodies a program of instructions executable by the machine to perform a method for transmission of packets to a multiplicity of subscribers in a multicast subscription system via a network, comprising:

monitoring by an attentiveness monitor in a message sender an activity at a negative acknowledgement server for recent receipt of negative acknowledgements from one or more of said multiplicity of subscribers indicating that one or more packets in a sequence of packets are missing from a transmission via said network; and

disturbing by said attentiveness monitor in said message sender a flow of data between a packet sender and said multiplicity of subscribers over said network by creating a negative acknowledgement generation incident that intentionally causes one or more of said multiplicity of subscribers to send a negative acknowledgement to said negative acknowledgement server to indicate that one or more packets in said sequence of packets are missing in response to not recently receiving any negative acknowledgements at said negative acknowledgement server from said multiplicity of subscribers.

48. (New) The computer product according to claim 47, wherein said monitoring includes determining whether or not there are attentive subscribers from said activity at said negative acknowledgement server.

49. (New) The computer product according to claim 47, wherein said negative acknowledgement generation incident comprises altering sent and pending packet queues by generating an empty packet with only a header and no data payload within said sequence of packets, placing said sequence of packets that includes said empty packet in said pending packet queue, transmitting said sequence of packets in said pending packet queue to said multiplicity of subscribers except said empty packet, and placing said sequence of packets that includes said empty packet not transmitted in said sent packet queue.

50. (New) The computer product according to claim 47, wherein said negative acknowledgement generation incident comprises intentionally skipping transmission of a packet in said sequence of packets and placing said packet that was never transmitted to said multiplicity of subscribers in a sent packet queue.

51. (New) The computer product according to claim 47, wherein said negative acknowledgement generation incident comprises altering a packet sequence number.

52. (New) The computer product according to claim 47, wherein said negative acknowledgement generation incident comprises incrementing a packet sequence number relative to said sequence of packets that actually need to be sent.